

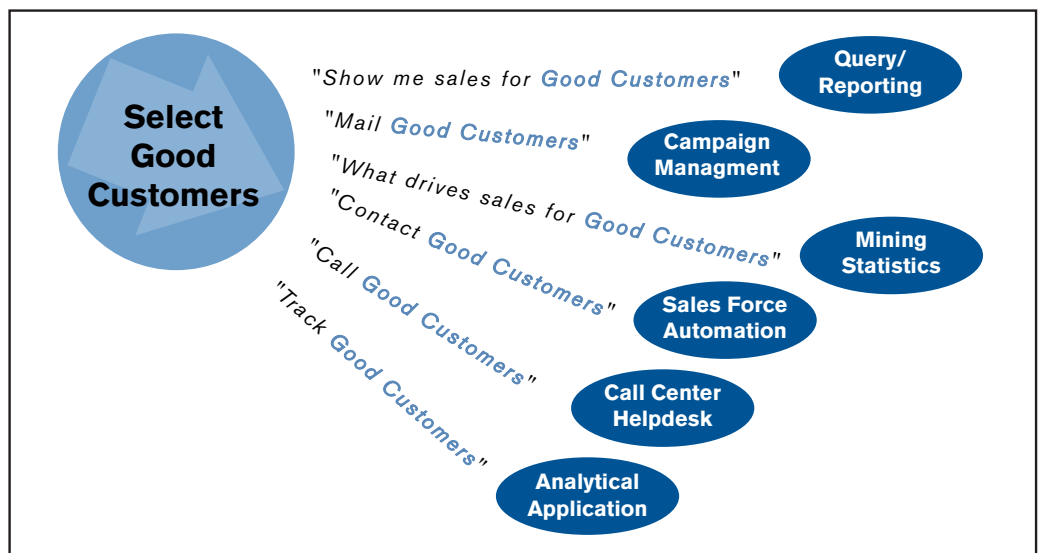
BUSINESSOBJECTS SET ANALYZER™

Best of Breed Selection Tool for Fast Customer Segmentation

A good selection tool excels at exactly and only that – performing selections, regardless of their complexity or size – and does not replace other tools in the marketing process. BUSINESSOBJECTS SET ANALYZER is distinguished by both its selection technology and by its easy integration with tools designed for other marketing tasks, and it is proven to accelerate marketing workflow from 4:1 to 30:1.

Whether your marketing aims to acquire new customers, build each customer's value over time, or care for existing customers to retain them, it will be easier to understand how, when, and why customers change if you can create snapshots of their behavior by finely segmenting them into groups of similar individuals.

By tracking customers as they move in, out, or between specific segments you can catch "customer change" in near-real time. Changing behavior, such as a reduction in monthly spending, can then be used to personalize promotions, for example. Marketers need to manage these snapshots to measure their activities. Obtaining the desired selections typically means a long, slow, and complex process of querying. The challenge is how to define, process, reuse, and refresh these selections – and the faster this is done, the better.



■ A selection tool like SET ANALYZER adds value to other tools further down the marketing chain, accelerating the marketing process and enabling the sharing of consistent segments across the enterprise.

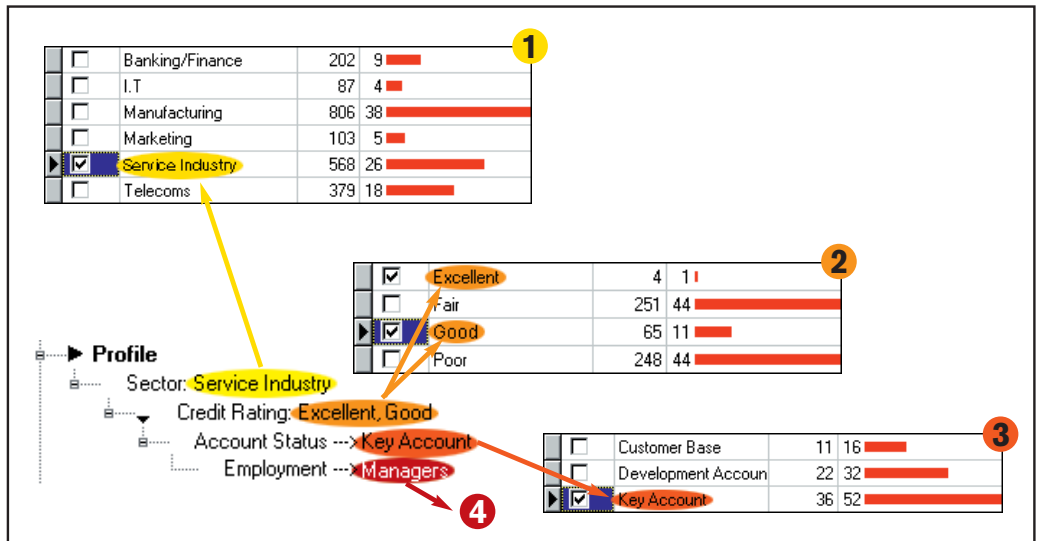
BUSINESSOBJECTS SET ANALYZER is a unique tool that makes it easier for marketers to segment customer data. Results can be shared with customer relationship management (CRM) tools to ensure consistent treatment of customers across all touchpoints. The result is much more fruitful marketing in dramatically less time. What makes SET ANALYZER unique is:

- Visual selection – ensures good results fast
- Step-wise querying – gives users full control
- Set-based analysis – enables consistent customer segmentation

Marketers know the answer and structure they want: "Get me 10,000 customers for mailing to use up my stock of mailing pieces, and split the result evenly across all four sales territories." Their challenge is to find the right question. As marketers are happy to modify their question to deliver the desired result, then anything that speeds up analysis is immediately effective.

Visual Selection Ensures Good Results Fast

Normally if you don't know what data you are looking for, you often run many haphazard, "blind" queries before finding the right answer. SET ANALYZER, however, provides interactive insight into the shape, size, and quality of your data.



■ As you drill down using SET ANALYZER visual selection, the choices and counts of matching records decrease, increasing your focus.

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| Build | Employment ↑ | Count | % |
|-------------------------------------|-------------------|-------|----|
| <input type="checkbox"/> | Administrative | 2 | 6 |
| <input type="checkbox"/> | Clerical | 2 | 6 |
| <input checked="" type="checkbox"/> | Director | 3 | 8 |
| <input type="checkbox"/> | Medicine | 3 | 8 |
| <input checked="" type="checkbox"/> | Middle Management | 7 | 19 |
| <input checked="" type="checkbox"/> | Professional | 3 | 8 |
| <input checked="" type="checkbox"/> | Senior Management | 8 | 22 |
| <input type="checkbox"/> | Skilled | 1 | 3 |
| <input type="checkbox"/> | Skilled Manual | 2 | 6 |
| <input type="checkbox"/> | Unknown | 3 | 8 |
| <input type="checkbox"/> | Unskilled | 2 | 6 |

■ Without a visual selection interface, how would you select "Managers" from this list?

Understand Your Data

If you are not interacting with your data, then you can only get what you blindly ask for. SET ANALYZER provides a visual selection interface that helps you refine your selection criteria interactively. You are prompted to probe only values that exist in the data.

Focus on Fruitful Questions

SET ANALYZER is unique in telling you not only what you are about to select but also, what you are about to leave behind – simply because you never knew such data existed.

Use Time Better

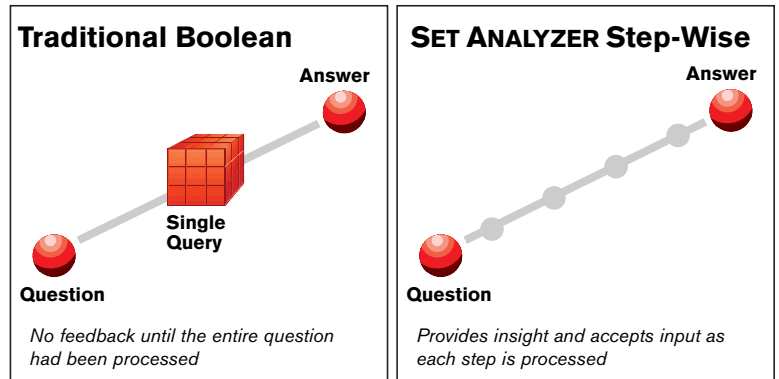
Visual selection helps you see if an answer would be fruitless before you even begin. SET ANALYZER provides insight into your data within seconds – even with millions of records in your database. If marketers can perform their customer selection at speed, they can finish analysis early and have time to create more precise selections, or they can begin analysis later with fresher data that increases the probability of success.

Step-Wise Querying Gives Users Full Control

SET ANALYZER step-wise querying simplifies and accelerates the definition and processing of complex selections by proceeding in simple steps.

Simplicity

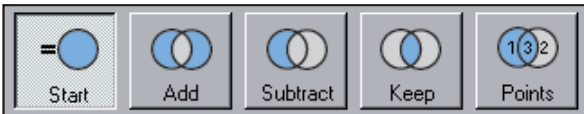
No question is too complex when broken down. In SET ANALYZER you always know how each condition impacts the final result set, so you know what changes are required to lead you to the right answer. Complex queries have traditionally blown the query optimizer, but now the user is in control and results are processed effectively by the step-wise processing engine.



- SET ANALYZER overcomes the limitations and slowness of traditional one-step queries, with their many tables and joins and slow performance.

Flexibility and Precision

SET ANALYZER step-wise querying allows you to start with a basic selection, then add or subtract further selections so that you stay in control of how your final result set or segment is defined. At each step you gain insight into how an applied condition will modify the result, and you can provide fresh input to tune your query on the move.



- Venn diagrams provide consistent and simple controls to describe selections.

Speed

With SET ANALYZER's step-wise approach, novice users can tackle complex queries with confidence and proceed while interacting with data. Skilled users also benefit from the performance gains that accompany step-wise processing as they are no longer held back by choosing false values and having to restart many times.

"The way SET ANALYZER lets you break down complicated business questions is key... users can create segments themselves and change and refine as necessary to create a workable customer group."

Adrian Daniel, Client Team Leader, One2One.

Set-Based Analysis Enables Consistent Customer Segmentation

SET ANALYZER's set-based analysis allows faster development and deployment of customer segmentation that is consistent across the enterprise.

System Requirements

Pentium 75 or higher.
60 MB of free disk space.
Microsoft Windows 95,
98, 2000 or NT4.

Supported Databases

Oracle, SQL Server
6.5/7.0, DB2 (UDB on
AIX/NT), Informix 7.3+,
Teradata V2.R3, RedBrick,
MS Access, Sybase
(planned).

Easy Deployment of Selection Criteria

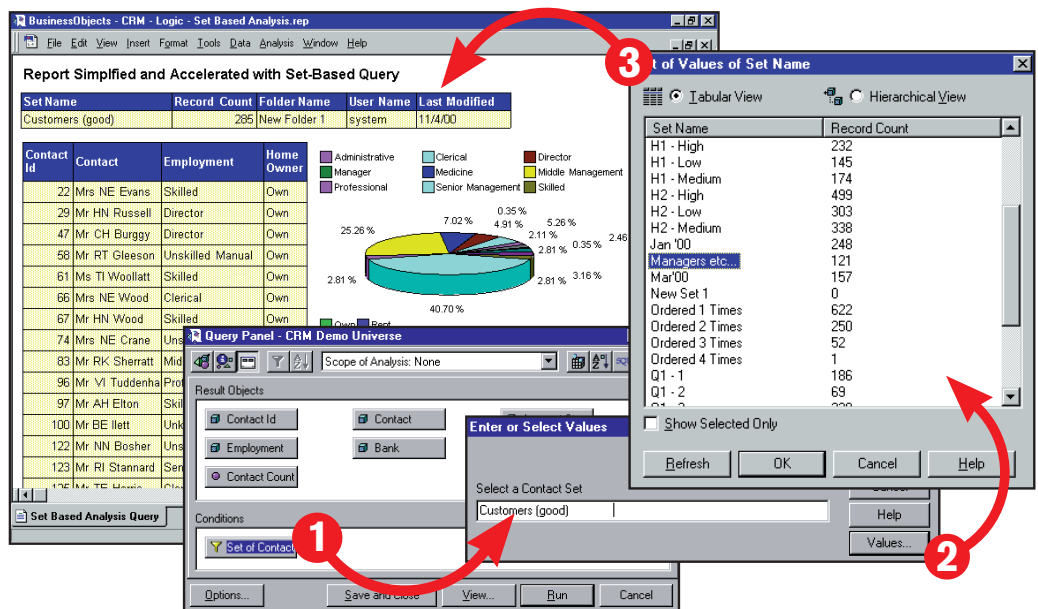
SET ANALYZER sets are stored in the database as key lists, so that only the members of the set are indexed, allowing fast access to the relevant source data. Set-based queries reduce the number of tables and joins required to process the query, so they require less IT power.

Easy CRM Integration

SET ANALYZER selections integrate with leading marketing applications for data query, statistics, mining, campaign management, and call centers. Stored as lists of primary keys, the sets integrate with any application that supports an open relational database structure and can access the source databases supported by SET ANALYZER. Sets appear within these applications as run-time prompts or parameters, and exist in the same source database as the business data.

Integration With BUSINESSOBJECTS™

SET ANALYZER integrates easily with BUSINESSOBJECTS via the "semantic layer" of the BUSINESSOBJECTS universe, which presents users with their own everyday terms rather than obscure database language. Users specify a set as a condition. Refreshing a report prompts the user to select an available set from a value list. Processing reports using a set is fast because the results are already sized and semi-processed via the indexed tables of the set repository.



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■ SET ANALYZER integrates with BUSINESSOBJECTS via the BUSINESSOBJECTS semantic layer.